



2025 RATE CARD

ADVERTISING PLANNING GUIDE
PRINT AND DIGITAL MEDIA
EDITORIAL CALENDAR
CAREER FINDER
WEBINARS



NuclearNews

Radwaste Solutions

NuclearNews

For more than 65 years, *Nuclear News* remains the preferred media outlet for suppliers, utilities, labs, and organizations to promote products and services, conferences and programs, or employment opportunities to the worldwide nuclear community.

MONTHLY ISSUES AD RATES				
Ad Size	1x	4x	7x	13x
2-page spread	\$9050	8870	8650	8460
Full page	4820	4730	4620	4510
2/3 page	4040	3960	3860	3790
½ page island	3710	3640	3570	3490
½ page horiz.	3480	3410	3310	3230
1/3 page	2660	2610	2570	2510
¼ page	2300	2250	2220	2190

All ad rates are in U.S. Dollars and include full color.

PREMIUM POSITIONS**	
Page 1 or 5	rate +10%
Inside Front or Back Cover	rate +20%
Outside Back Cover	rate +25%

**Contact the Advertising Department for availability.

ANS Career Finder

ans.org/careers/finder

Add digital upgrades to any *NW* print employment ad for the widest reach! For an additional \$125, your advertised position(s) will be broadcast to the ANS membership and highlighted in Nuclear News Daily. *NW* employment ads already include a basic posting to the online job board. See page 7 for more details.



56th Annual Buyers Guide

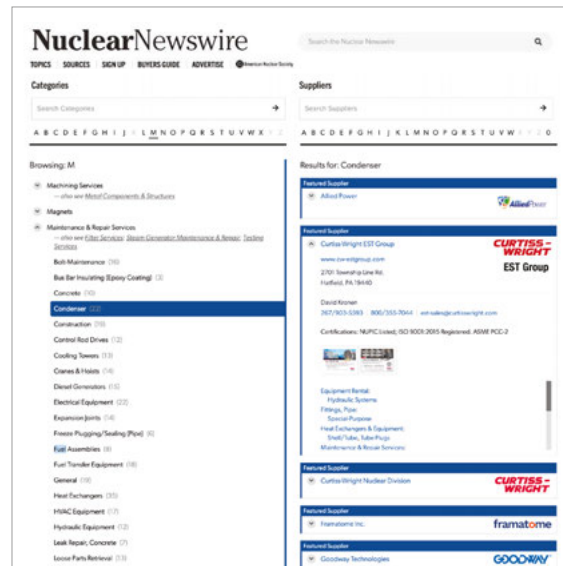
This products-services-suppliers directory is delivered to the Supply Chain professionals at every plant site in the U.S. Activate your print and online database listing enhancements by placing ad(s) in the business categories of your choice.

56TH ANNUAL BUYERS GUIDE (Print & Online*)				
Ad Size	1x	4x	7x	13x
2-page spread	\$10700	\$10490	10320	10020
Full page	5720	5610	5490	5330
2/3 page	4730	4640	4570	4440
½ page island	4360	4270	4180	4090
½ page horiz.	3980	3900	3850	3780
1/3 page	3070	3010	2960	2880
¼ page	2620	2560	2500	2450

*Activates Featured Supplier listing and database upgrades. Buyers Guide ad space reservations accepted until March 17, 2025.

Become a Featured Supplier!

Stand out from the other 600 companies appearing in the corresponding ANS online database by becoming a Featured Supplier. Only print advertisers receive that designation, along with these additional online benefits: company logo, a listing boost to the top of category search results, and image of print ad displayed within listing.



Get Listed: Company listings are FREE!

It only takes a few minutes to create or update a basic listing for your company via the Buyers Guide webpage: <https://www.ans.org/news/bg/listings/create>

JANUARY

2024 Year in Review | Lessons Learned

AD SPACE Dec. 2, 2024 MATERIAL DUE Dec. 4, 2024

- USA Member & Supplier-Partner Winter Conference

FEBRUARY

Materials: Engineered for Energy

AD SPACE January 7 MATERIAL DUE January 9

- Advanced Reactors Summit XII

MARCH

Reference Issue | International

AD SPACE February 3 MATERIAL DUE February 5

- Waste Management Conference 2025

APRIL

Renewal: Licensing and Maintenance

AD SPACE March 4 MATERIAL DUE March 6

MID-APRIL

56th Annual Buyers Guide

AD SPACE March 17 MATERIAL DUE March 24

MAY

Capacity Factors | Supply Chain of the Future

AD SPACE April 7 MATERIAL DUE April 9

JUNE

Waste Management

AD SPACE May 5 MATERIAL DUE May 7

- ANS Annual Conference
- USA Nuclear Generator and Supplier Executive Summit
- 19th Annual RadWaste Summit

JULY

President's Profile | Health Physics

AD SPACE June 3 MATERIAL DUE June 5

- Health Physics Society Annual Meeting

AUGUST

Workforce Development | Back to School

AD SPACE July 7 MATERIAL DUE July 9

SEPTEMBER

Supplier Showcase* | Outage Management

AD SPACE August 4 MATERIAL DUE August 6

- 2025 Nuclear Energy Conference & Expo

OCTOBER

Fuel Cycle

AD SPACE September 3 MATERIAL DUE September 5

- TopFuel 2025

NOVEMBER

40 under 40 | Digital Demand

AD SPACE October 6 MATERIAL DUE October 8

- ANS Winter Conference and Expo

DECEMBER

Plant Maintenance

AD SPACE November 3 MATERIAL DUE November 5

Sponsored Content

Bypass the NN editorial restrictions and review process by placing a Sponsored Content article in the issue of your choice, while receiving special deeply discounted advertorial hybrid rates! Also, your article will have far greater reach beyond the pages of NN, as it appears:

- Article is posted to daily news feed on Nuclear Newswire
- Image with link to article positioned near the top of Nuclear Newswire web page (which averages over 100,000 views per month)
- Included within a NN Daily broadcast email to 36,000 subscribers
- Permanently archived under Sources on the Newswire site (you'll receive a URL linking to your article)

NET RATES

Sponsored Content (approximately 400 words per page)

2-pages	\$4050	Add a full page advertisement in the issue in which your Sponsored Content article appears for only \$2220
3-pages	5330	
4-pages	6570	

ANS design services available if needed for layout – \$350 fee applies.

• Bonus Distribution: subject to change; refer to monthly promo on website to verify distribution locations.

* September BOGO Advertiser Special: Purchase a full-page or half-page advertisement and receive the equivalent amount of adjoining ad space free of charge for a company advertorial profile (extra \$800 charge added if color is used on free full-page profile).

NEW

Nuclear News Daily Email

ans.org/advertising/nndaily



ANS curated industry news from around the world.



Delivered daily to more than 36,000 subscribers averaging 22,750 daily views with a CTR of 3.11%.



Full week or full monthly ad positions available.

RATES

1 week*	\$ 1490
4 weeks*	3760

*Advertisers receive all of the sizes/formats, with a different version/ad position appearing each day of the week.

Single send rates

Premier leaderboard (top)	750
Large block	850
Small block	690
Billboard	640
Leaderboard (bottom)	580

AD SPECIFICATIONS

Leaderboards premier and bottom positions

Size: 1000 x 124 px at 72 ppi

File type/size: PNG, JPG, less than 1MB

Billboard

Size: 2400 x 600 px at 72 ppi

File type/size: PNG, less than 2.5MB

Ad Block 1 - large: Image, logo, text

(ANS places advertiser content in template)

- Image file type/size: PNG, JPG, 1980 x 730 px at 150 ppi min.
- Logo file type/size: EPS, PNG (transparent background), 40 px height max, 265 px max length
- Text limits: headline 54 characters/spaces
body copy 240 characters/spaces

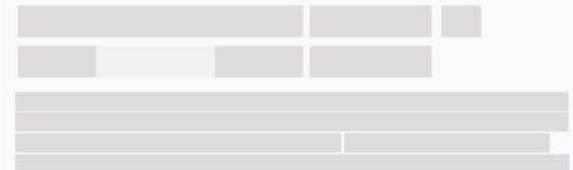
Ad Block 2 - small: Image and text

(ANS places advertiser content in template)

- Image file type/size: EPS, PNG, JPG, 658 x 553 px at 150 ppi min.
- Text limits: headline 34 characters/spaces
body copy 310 characters/spaces



Leaderboard - premier



Ad Block 1 - large



Unlock Your Reactor's Potential

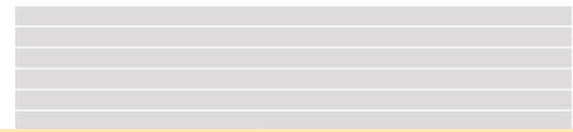
Framatome's next-generation fuel designs and technologies have already transitioned some plants from 18-month to 24-month cycles. Our Advanced Fuel Management (AFM) program can do the same for you. AFM will unlock your reactor's potential. Count on it.

framatome

Advertisement



Billboard



Ad Block 2 - small



In-Place Filter Testing Workshop

In this on-campus program, you will learn the latest regulatory requirements for nuclear air cleaning, develop an understanding of filtration theory, and gain the experience needed to maintain air purity with a comprehensive filter system. You will also participate in hands-on laboratory sessions.

Advertisement



Radwaste Solutions

Created by ANS in 1994, this specialty publication provides expanded - dedicated - semiannual coverage of the fastest growing segments of the nuclear field—worldwide D&D, environmental remediation, and waste management activities. Content is for companies and professionals involved with the generation, handling, treatment, cleanup, transportation, storage, or disposal of radioactive waste.



SEMIANNUAL ISSUES AD RATES

Ad Size	1x	2x
2-page spread	\$ 6160	5920
Full page	3300	3160
2/3 page	3070	2920
½ page island	2830	2710
½ page horiz.	2560	2480
1/3 page	2310	2250
¼ page	2140	2070

All ad rates are in U.S. Dollars and include full color.

PREMIUM POSITIONS*

Page 1 or 5	rate +10%
Inside Front or Back Cover	rate +20%
Outside Back Cover	rate +25%

*Contact the Advertising Department for availability.

Ad Design Services

Our professional designer can build a dynamic print or digital ad that will demand attention. You provide copy and images, or we can source stock images, to create a distinctive ad that readers will really notice!

Please allow one week to complete the design and layout of advertisements.

For more information and design rates, contact the Advertising Department.

EDITORIAL CALENDAR & AD PLANNING GUIDE

SPRING

Waste Management and Transportation

Examining the safe management, storage, and treatment of all levels of radioactive waste, along with issues related to shipping nuclear materials.

AD SPACE January 28 **MATERIAL DUE** February 3

- 51st Annual Waste Management Conference (WM2025)
- RadWaste Summit
- PATRAM

FALL

D&D and Environmental Remediation | 21st Annual Buyers Guide

The latest in the decontamination and decommissioning of nuclear facilities and the environmental cleanup of legacy waste and contaminated sites, plus worldwide radwaste products, services, and suppliers directory.

AD SPACE August 8 **MATERIAL DUE** August 12

- 26th Annual ETEBA Business Opportunities Conference
- ANS Winter Conference and Expo

Sponsored Content

Similar to *NN*, *Radwaste Solutions* will publish your radwaste-related messaging in our Spring or Fall issue, post/archive on the Nuclear Newswire web page, and promote the content within a monthly membership email (see page 1 for details). Sponsored Content is not subject to peer review or *RS* feature article criteria.

NET RATES

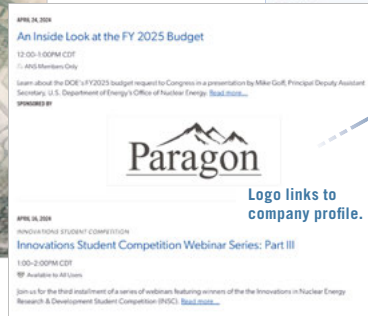
Sponsored Content (approximately 400 words per page)

2-pages	\$ 3040	Add a full page advertisement in the issue in which your Sponsored Content article appears for only \$1640
3-pages	3960	
4-pages	4840	

- Bonus Distribution: subject to change; refer to promo on website to verify distribution locations.

ANS Webinar Sponsorship and Hosting

ans.org/advertising/webinars



Webinar Sponsorship

ANS hosts a series of webinars throughout the year (approximately 12-18 annually) featuring subject matter experts discussing a variety of topics of particular interest to the worldwide nuclear community. More than 13,000 professionals have attended our online events over the last 12 months. Sponsor a single topic, or commit to multiple placements throughout the year for a discounted series rate.

Benefits

- Logo with a link to an expanded company profile is archived on the webinars page for each event/topic you sponsor
- Ability to add a company description, video, and power point presentation
- Sponsors' logos are included in three pre-webinar emails to ANS network of 35,000 contacts and one post-webinar email to all webinar registrants
- Company logo recognition, as a sponsor, on main ANS home page slide promoting the upcoming webinar
- Recognition of your company as a sponsor by the moderator during the webinar
- Opportunity to have a representative from your company participate as a subject matter expert during the webinar (preapproval required)

SPONSORSHIP RATES

1 webinar	\$ 2,600
4 consecutive months	8,800
8 consecutive months	12,600
12 consecutive months	16,500

Note: Some government-related webinars may be excluded from sponsorship.

Hosted Supplier Showcase Webinar

ANS will promote and host your webinar (up to one hour duration) on our platform. Preapproval of content and speakers is required.

Benefits

- Three pre-webinar marketing emails sent on your behalf to the ANS network of more than 30,000 contacts
- Webinar registration promoted on main ANS home page slider and within ads in Nuclear News Daily emails, and on ANS social media outlets (LinkedIn, Facebook, Instagram)
- Your webinar will be permanently archived within the overall ANS Webinars series web pages
- Dedicated web page provided for expanded company description, videos, power point presentations, speaker profiles, and more
- ANS sends post-webinar email to all who registered with your content and contact information

Hosted Event Rate: \$5,200

ANS Banner Ads

ans.org/advertising/online

Five different banner sizes and formats are included with the banner package. At least one banner is displayed on every page throughout the entire ANS website, as well as all mobile devices and tablets. All banners are simultaneously rotated throughout the site, including such marquee locations as the main ANS home page, Nuclear Newswire, and meetings. Traffic reports showing your views and links are available upon request. See page 8 for website traffic information.

NET RATE	Banner pkg
1 month	\$ 2110
3 months	3320
6 months	4710
12 months	6840

AD SPECIFICATIONS

Acceptable file formats: GIF, JPG, PNG. All files must be RGB colors; non-Flash images; no tags allowed.

Large leaderboard: 970 x 90 pixels at 72 dpi (max 120kb) (must include mobile banner version of the ad for use on mobile devices)

Mobile banner: 300 x 250 pixels (max 120kb)

Skyscraper: 160 x 600 pixels at 72 dpi (max 120kb)

Leaderboard: 728 x 90 pixels at 72 dpi (max 120kb)

Banner: 468 x 60 pixels at 72dpi (max 120kb)



Nuclear Newswire

ans.org/news

Nuclear Newswire text banner

Image and text block positioned at the top of the Nuclear Newswire page only. Limited to one advertiser per month. This web page averages more than 100,000 views per month.

AD SPECIFICATIONS

Image: 640 x 320 pixels at 72 dpi. Max file size 120k.

Text: Up to 340 characters (including spaces).

NET RATE	Text banner
1 month	\$ 2700

The screenshot shows the NuclearNewswire website interface. At the top, there's a search bar and navigation links. The main content area features several articles with headlines like 'American Nuclear Society applauds Google's and Amazon's investments in nuclear' and 'Thousands attend SRS College Night event'. A yellow box highlights a 'Text banner - Nuclear Newswire page only' at the top of the article. Below the article, there are social media sharing icons and an 'Expand' button. A large yellow banner at the bottom of the article reads '728 x 90 Leaderboard'. On the left side, there are 'Latest Issue' sections for 'NuclearNews' and 'Radwaste Solutions'. A vertical yellow banner on the left side of the page reads '160 x 600 Skyscraper'. At the bottom of the page, there's a blue footer with 'Join ANS Today' and 'Donate To'.

❖ DIGITAL ADS

ANS Notes & Deadlines

ans.org/advertising/nd

Highlighting important ANS news and upcoming events, this HTML email is broadcast to the entire membership on the 10th of each month. Limited to two premium ad positions per email. For 2024, the monthly averages were as follows: 9,575 delivered, open rate 38.9%, and click-through rate of 6.64%.

ANS Notes and Deadlines
Your exclusive members-only monthly news and events bulletin

SEPTEMBER 2024

Top Banner


Introducing a new nuclear energy event in 2025

We are pleased to announce that ANS is joining forces with the Nuclear Energy Institute to combine our Utility Working Conference and Vendor Technology Expo with their Nuclear Energy Assembly the week of September 8 next year in Atlanta!

This new premier event will bring together both utility C-suite leaders and the individuals keeping our nuclear power plants safe and operational. We look forward to sharing more information about this exciting new opportunity for our members in the days ahead. Stay tuned for updates and the announcement of the event dates and name!

Check out the Winter Conference program

Registration is now open for the **2024 ANS Winter Conference & Technology Expo**, taking place November 17-21 at the Renaissance Orlando at SeaWorld in Orlando, FL.



The theme of this year's meeting is: *Now comes the hard part...*

The excitement over nuclear technology has reached new heights. The hardest part of the journey, however, still lies ahead. Kicking off barely two weeks after an historic election, this year's Winter Conference promises to be a unique opportunity to take stock of the hard technical challenges ahead and see the paths to success.

Review the **conference program**.

Embedded Banner with Text

Text goes here. Et in nis sitiani beaque nectota tiantus, solenim poreped que nonsendae porat voluptasse inctius andiori busdandel et quos ex earchil lorraine, ad unt aliqua dentotatesto tem ium remquas sin nos ut lam, cusaearem harum quam aspis. Nis acienihit miliqua ectibus dellorrh oviduntur alist est dolorei cimodignis nienia sitaecea.

NET RATE

Top & Embedded	\$ 2710
Bottom & Embedded	2200

AD SPECIFICATIONS

Acceptable File Formats: JPG or PNG only (no animation). All files must be RGB colors; non-Flash images; no tags allowed.

Banner: 468 x 60 pixels at 72 dpi (max 120 kb)

Text to accompany embedded banner: 340 total characters (including spaces).

ANS Career Finder

ans.org/careers/finder

The online job board of the American Nuclear Society continues to evolve, as recruiting top talent and the workforce gap are now the number one challenges facing the vast majority of nuclear organizations. The ANS talent pool of more than 10,000 nuclear candidates has quickly become the go-to industry resource hundreds of companies rely on to help support their hiring needs.

One credit per online position description (posts for 31 days). A credit can also be applied to an existing job description at any time to extend that posting by another month. Credits never expire, so buy in bulk and save. Email advertising@ans.org for larger customized packages.

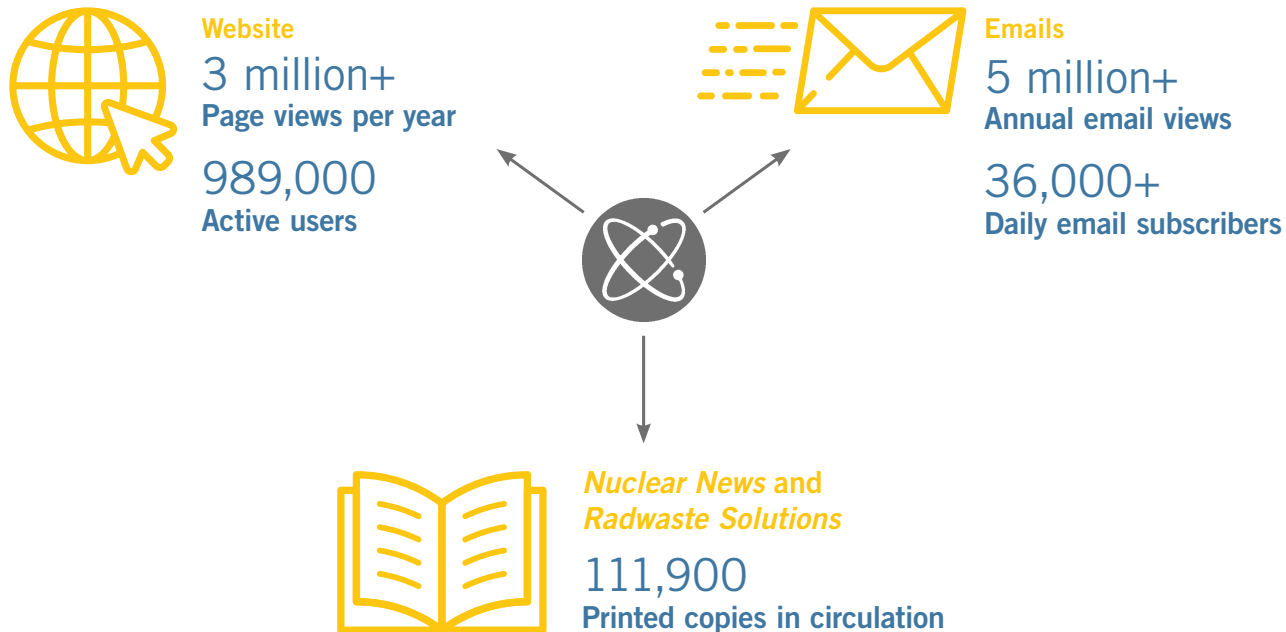
Further set your position apart by upgrading to a premier listing (see benefits below).

RATES	Basic	Premier*
1 credit	\$ 625	\$ 775
3 credits	1315	1630
6 credits	2250	2790

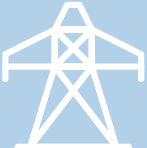
*Upgrades each credit to include a company logo next to listing, keeps your posting near the top of the job board, and a link to your posting is included in a monthly email to ANS membership and Nuclear News Daily.

Know your nukes: Advertising Impact Factors


ANS is proud to be your trusted media partner for more than 65 years!




Nuclear News and Radwaste Solutions Readership

24% 
Operations & Power

27% 
Decommissioning,
Environmental Remediation,
& Waste Management

17% 
National Labs &
Government agencies

32% 
Young Professionals

45% 
are decision-makers
holding managerial level
positions or higher

“Many a small thing has been made large by the right kind of advertising.”
– Mark Twain

❖ AD MATERIAL SUBMISSION

Preferred file formats

- Print-ready PDF format
- Adobe Creative Suite 5 or later
- EPS vector format (all fonts and photos must be embedded)
- TIFF Bitmap format (300 dpi at full size)
- JPEG Bitmap format (300 dpi at full size, high-quality compression)

Acceptable file formats (these formats may result in alterations to the ad due to the conversion process):

- Word processing documents (Word, WordPerfect, etc.)
- Presentation documents (PowerPoint, etc.)

For all other file formats, results can be unpredictable. Please check with us before sending any other file formats.

All ad material should be at least 300 dpi at the desired print size.

Do not include crop marks, registration marks, color bars, or other “non-live” material in your ad. Including these can interfere with the proper printing of your materials.

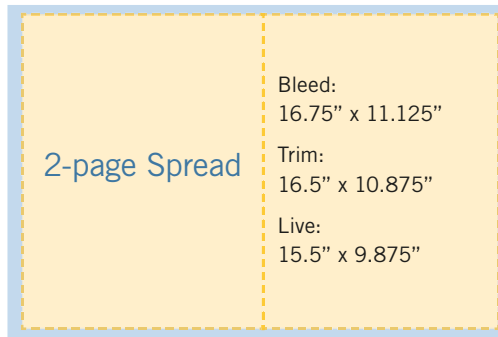
All supporting documents (Fonts, Pictures, Plug-ins, Xtentions) required for use with the files must be included. A laser copy of the ad should be included, with any spot colors clearly labeled. Alternatively, color separations or an Acrobat PDF proof may be sent. PDF proofs must be clearly marked as proofs only and not for production. Files sent electronically (via email or Web) MUST be compressed to decrease file size and protect data.

To ensure accurate color reproduction, please check that 4-color ad files are built using only CMYK colors; 4-color ads that include spot colors or RGB images will be converted to CMYK before printing, which could affect the appearance of the ad in the printed magazine.

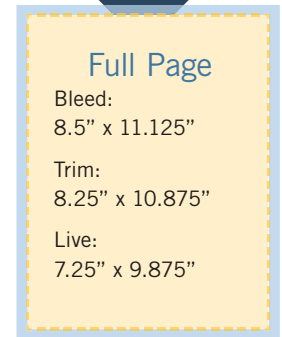
Where to send ad materials

WEB ans.org/advertising/upload

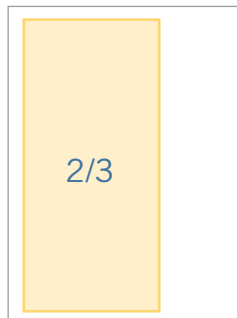
EMAIL advertising@ans.org



2-page spread w/bleed*



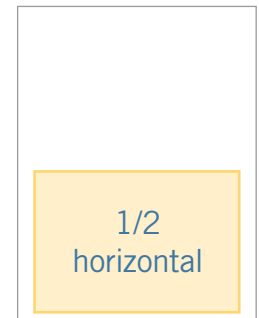
Full page w/bleed



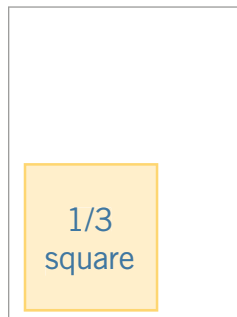
2/3 page
4.667" x 10.0"



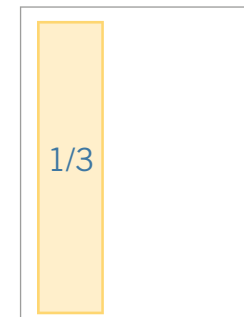
1/2 page island
4.667" x 7.375"



1/2 page horizontal
7.0" x 4.875"



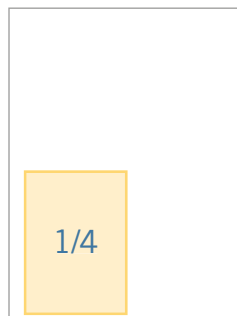
1/3 page square
4.667" x 4.875"



1/3 page vertical
2.25" x 10.0"



1/3 page horizontal
7.0" x 3.375"



1/4 page vertical
3.45" x 4.875"

Column widths: 2.25" and 3.45"

Column length: 10.0"

Screen: 133 screen

Printing: Offset

Binding: saddle-stitched or perfect bound
(varies by issue)

*Due to variations in the binding process, please contact the Advertising Department (advertising@ans.org) for dimensions if you are interested in running a 2-page spread ad.

Specialty Print Options

Both magazines offer several specialized marketing opportunities to enhance your print ad campaign. Options include inserts, outserts, belly bands, gatefolds, etc. Please contact the Advertising Department at for rates and availability.

Products and Services Advertising

All nonemployment ad space originating in the United States is sold through our regional sales representatives. All other locations should contact the main advertising office.

Employment/Recruitment Advertising

All print ads of this type should be placed directly through the main Advertising Department. In addition, the text from these ads will automatically be posted online to the ANS Career Finder job board for two months free of charge.

General Rate Policy

Advertisers will be short-rated if, within the calendar year of the first insertion, they do not use the amount of space upon which their billings have been established. Advertisers will be rebated if, within the calendar year of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been previously billed.

Copy & Contract Requirements

Advertiser and/or agency assume liability for all content (including text, representation, and illustrations) of advertisement and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that is not in keeping with the publication's specifications. Cancellations are NOT honored after the published ad space reservation deadline prior to the month of publication.

U.S. Agency Commission

Provided account is paid within 30 days from the month in which the advertisement appeared, 15% of gross billing on space, color, and position of print advertisements will be discounted to recognized ad agencies in the United States. Online and specialty print opportunities are noncommissionable. Invoices that remain unpaid beyond 60 days will be held responsible for the entire gross amount.

Ad Sales Reps & Support

MID-ATLANTIC | MIDWEST | NORTHEAST

CT, DC, DE, IA, IL, IN, KS, KY, MA, ME, MD, MI, MN, MO, NC, ND, NE, NH, NJ, NY, OH, OK, PA, RI, SC, SD, TN, VA, VT, WI & WV

Barry Kingwill

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C: 847-971-3295

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Jim Kingwill

T: 847-537-9196

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jim@kingwillco.com

ANS ADVERTISING OFFICE

Jeff Mosses

Director of Advertising and Sponsorships

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C: 708-220-8699

jmosses@ans.org

Erica McGowan

Advertising Production Specialist

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emcgowan@ans.org

SOUTHEAST | WEST | INTERNATIONAL

AL, AR, AZ, CA, CO, FL, GA, ID, LA, MS, MT, NM, NV, OR, TX, UT, WA & WY. Asia, Canada, Europe, Latin America, United Kingdom and any other territory outside the continental United States.

Ad Design Services

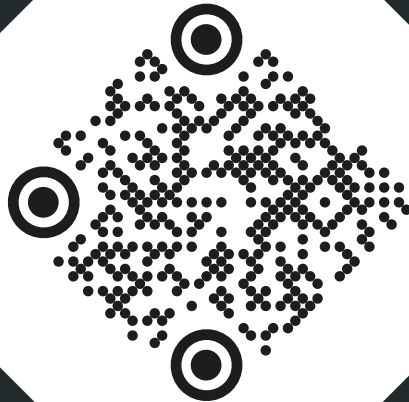
Our professional designer can build a dynamic print or online ad that will demand attention. You provide copy and images, or we can source stock images, to create a distinctive ad that readers will really notice!

Please allow one week to complete the design and layout of advertisements.

For more information and design rates, contact the Advertising Department.



ans.org/advertising
advertising@ans.org
708-579-8226



SRDS ID: 004299-000

**More than 41,000 lifetime
ad pages sold... and counting.**

**Make advertising with ANS part
of your annual budget today!**